

COLONEL LAWRENCE SCHNEIDER US Army, Retired



COL Lawrence Schneider is a native of Brooklyn, New York, and enlisted in the Army Counter Intelligence Corps in 1964. He served his first tour overseas working undercover on an aggressive counterespionage assignment. During that tour, following a successful operation against a foreign intelligence officer, he was promoted to Sergeant and subsequently was accepted into Officer Candidate School. Commissioned as an Infantry officer and qualified in Airborne and Special Forces, he served a tour in the Republic of Vietnam, both in a Special Forces A Detachment and then as the Counterintelligence Officer for the C Detachment, 5th Special Forces Group (Airborne).

Following his tour in Vietnam and a short assignment at the US Army Special Warfare Center and School, he transferred to Military Intelligence. His first assignment as an MI officer in 1971 was with the United States Pacific Command in Hawaii where he served in a joint intelligence assignment as the Laos Desk Officer in the Current Intelligence Section of the J2.

Following additional training as an Area Intelligence Officer, COL Schneider was assigned to the Fort Carson, Colorado for a number of sequential positions. First, he served the 4th Infantry Division (Mechanized) as the Division Counterintelligence Officer (1976). In 1977, as the S2, Second Brigade, he was instrumental in testing and further developing both the concepts and the methodology for the emerging Intelligence Preparation of the Battlefield (IPB) practice and doctrine. That effort, along with the work of others, was codified in the first IPB Field Manual which remained the foundation for tactical and operational level intelligence for years.

In 1977, COL Schneider commanded a Combat Support Company, 1st Battalion, 77th Armor Regiment and immediately afterwards, the 4th MI Company (Combat Intelligence). In this second command, COL Schneider, along with then CPT Seth Nottingham (HoF 1998) who commanded the 374th Army Security Agency (ASA) Company, led a mutual effort to organize the 104th MI Battalion (Combat Electronic Warfare and Intelligence [CEWI]/Provisional) by merging the resources of both the 4th MI and 374th ASA companies. The formation of this new unit assisted in setting the conditions for the acceptance and institutionalization of all divisional CEWI battalions.

Although the 104th MI Battalion was the third such unit activated in the US Army, it was considered by many to be the most successful and it validated the concept within the Army.

After attendance at the US Army Command and General Staff College and subsequent additional specialized and language training, COL Schneider was assigned as the Assistant Army Attaché, US Embassy, Republic of the Philippines. He worked closely with the Filipino officers of the Ministry of Defense who planned and conducted the coup d'état against then President Marcos, thus restoring electoral democracy to the Republic of the Philippines.

COL Schneider commanded the MI Battalion (CE), 902nd MI Group, the US Army's only strategic counterespionage battalion, before attending the US Army War College. Subsequently assigned as G2, 1st Cavalry Division, he deployed early, leading the Division's newly-formed Assault Command Post in support of Operations DESERT SHIELD/DESERT STORM and providing intelligence and information technology critical to the Division's and Corps' victory over Iraqi forces.

Following the war, he was assigned successively as the Deputy G2 and then G2, III Corps at Fort Hood. His final assignment was Deputy Chief of Staff and Special Assistant to the Commanding General, III Corps. In this role he received the charter to leverage emerging intelligence and battle command information technology to the Corps' advantage. COL Schneider successfully established the intelligence and battle command foundations for the transition of III Corps to the Corps XXI design as a contingency corps with the mission of reinforcing US Forces, Korea. He also set the conditions to transition the



2nd Armor/4th Infantry Division's intelligence and battle command systems to the Division XXI design. In addition, he designed and implemented the information and communication technology for the Corps' first mobile battle command vehicle.

COL Schneider concluded his distinguished Army career of more than 30 years when he retired in 1994. He continued making significant contributions to the MI Corps as a Civilian, serving as a key architect of the Army Intelligence Master Plan as well as leading domain and technology-intensive intelligence and battle command programs for major defense contractors. He became a member of the Army Science Board, working intelligence, information operations, and asymmetric operations issues.

COL Schneider's awards and decorations include the Legion of Merit, the Bronze Star Medal (3 Oak Leaf Clusters), the Defense Meritorious Service Medal, the Meritorious Service Medal (1 Oak Leaf Cluster), a Presidential Unit Citation, the Army Good Conduct Medal, the National Defense Service Medal (2nd award), Vietnam Service Medal (w/ 3 Bronze Service Stars), the Southwest Asia Service Medal (w/ 3 Bronze Service Stars), the Army Service Ribbon, Overseas Service Ribbon (3rd award), the Republic of Vietnam Gallantry Cross Unit Citation w/Palm, Republic of Vietnam Campaign Medal, the Kuwait Liberation Medal, the Outstanding Achievement Medal/Minister of Defense, Republic of the Philippines, the Combat Infantryman's Badge, the US Parachutist Badge, the Republic of Vietnam Parachutist Badge, and the Armed Forces of the Philippines Constabulary Underwater Operations Badge.

COL Schneider was inducted into the MI Hall of Fame in 2007.